

**117TH MEETING OF THE NATIONAL CANCER ADVISORY BOARD (NCAB)
MEETING OF THE SUBCOMMITTEE ON PLANNING AND BUDGET**

February 13, 2001
12:15 – 1:20 p.m.

Welcome/Opening Comments—Ms. Ellen Stovall

Ms. Stovall chaired the meeting of the Subcommittee on Planning and Budget with Ms. Cherie Nichols serving as Executive Secretary. Ms. Stovall reviewed the two items on the agenda and directed attendees' attention to two handouts: "Draft Communication Plan for Soliciting Ideas for New "Extraordinary Opportunities for Investment," and a draft brochure, "Help Us Imagine and Build the Future of Cancer Research."

**Proposed Communication Plan for Soliciting Ideas for New Cycle of Extraordinary Opportunities—
Ms. Ellen Stovall**

Ms. Stovall said the purpose of the Subcommittee's discussion was to ensure efforts outlined in the Plan were on target with previous Board discussions regarding extended timeframes for soliciting ideas, and opportunities for participation by agencies outside of those usually solicited for ideas. She asked the Subcommittee to ensure that the topics outlined in the Plan were adequately covered and to comment on whether other topics should be included.

Dr. Amelie Ramirez asked whether targeting minority and medically underserved groups should be specifically mentioned in the Plan. Ms. Stovall requested that Dr. Ramirez prepare some wording for the document to address that concern.

Dr. Susan Love commented that outreach to groups not normally solicited for ideas for new Extraordinary Opportunities for Investment would represent an opportunity for good public relations for the Institute, and she asked how word would get to these organizations. Dr. Marvin Kalt said that announcements on the NCI Web site and NCI publications would be likely avenues for notice.

Ms. Stovall emphasized that not only must the input be sought, but a process and structure would need to be established to make use of the comments for scientific and public relations value .

In response to a question, Ms. Nichols noted that in the last cycle, ideas were solicited from a broad audience including advocacy and professional organizations current grantees, and NCI staff. Every idea is considered important and is catalogued, she said. The 247 recommendations received in the last round were categorized for reviewers by area of cancer. Through the review process, she said, a current Extraordinary Opportunity can be retired, combined with other EOs, or continued, as well as new opportunities added.

A suggestion was made to solicit ideas from nonmedical professional associations. Computer science and communications technology were two such professional areas mentioned.

Ms. Stovall suggested that a joint meeting between the Subcommittee on Planning and Budget and the Subcommittee on Communications be held at the next meeting of the NCAB. Dr. Love, chair of the latter Subcommittee, agreed.

Brochure: "Help Us Imagine and Build the Future of Cancer Research"—Ms. Ellen Stovall

Ms. Stovall asked the Subcommittee if the draft brochure featured the right kinds of information, whether other topics should be covered, and if the format invited people to read it. One suggestion was to include a tear-off sheet with a self-mailer instead of only a return address to make it easier for people to respond. The members heartily endorsed the brochure as written, noting that it was easy to read and understand.

New Business

Ms. Nichols volunteered to give an update of the implementation of the Plan at the combined meeting of the Subcommittees on Planning and Budget and Communications to be held during the next NCAB meeting.

Ms. Ellen Stovall, Chair Date

Ms. Cherie Nichols, Date
Executive Secretary